

Rep Order# 6862050	Ver# 1	Status New	Traffic Order#	Printed: 10/10/2012 11:58 AM	1 of 4
EC'd Yes				Last Received: 10/09/2012 8:41 PM	
				Showing Buylines: All Lines	

Station WAVY-TV NORFOLK, VA.	Agency () DESIGN 4	Rep Firm
Advertiser () WOMEN SPEAK OUT PAC	106 N. COLLINS STREET	Sales Office () PHILADELPHIA
Product WOMEN SPEAK OUT PAC	PLANT CITY, FL 33563	Salesperson () ANJIE BRADY
Estimate# 268	Agency C/P1/P2/E //268	
Buyer PAM MELLO	Flight Dates 10/11/2012 - 10/18/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A	AM NEWS	:30	\$2,000.00	10/11-10/12	2	1	2	\$4,000.00	
				Buyline Comment: AM NEWS								
	2	M-TH	6A-7A	AM NEWS	:30	\$2,000.00	10/15-10/18	4	1	4	\$8,000.00	
				Buyline Comment: AM NEWS								
	3	TH-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/11-10/12	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	4	TH-F	7A-9A	TODAY SHOW	:60	\$4,000.00	10/11-10/12	2	1	2	\$8,000.00	
				Buyline Comment: TODAY SHOW								
	5	M-TH	7A-9A	TODAY SHOW	:60	\$4,000.00	10/15-10/18	4	1	4	\$16,000.00	
				Buyline Comment: TODAY SHOW								
	6	TH-F	530P-6P	530P NEWS	:60	\$3,000.00	10/11-10/12	2	1	2	\$6,000.00	
				Buyline Comment: 530P NEWS								
	7	M-TH	530P-6P	530P NEWS	:60	\$3,000.00	10/15-10/18	4	1	4	\$12,000.00	
				Buyline Comment: 530P NEWS								
	8	TH	6P-630P	6P NEWS	:60	\$4,000.00	10/11-10/11	2	1	2	\$8,000.00	
				Buyline Comment: 6P NEWS								
	9	M-TH	6P-630P	6P NEWS	:60	\$4,000.00	10/15-10/18	4	1	4	\$16,000.00	
				Buyline Comment: 6P NEWS								
	10	TU	630P-7P	NCB NIGHTLY NEWS	:30	\$3,000.00	10/16-10/16	1	1	1	\$3,000.00	
				Buyline Comment: NCB NIGHTLY NEWS								

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Buyer PAM MELLO Flight Dates 10/11/2012 - 10/18/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	24	M,TH	9A-10A	Buyline Comment: TODAY SHOW 2	:60	\$1,000.00	10/15-10/18	2	1	2	\$2,000.00	
	25	SA	8A-10A	Buyline Comment: 8A NEWS	:30	\$1,200.00	10/13-10/13	1	1	1	\$1,200.00	
	26	SU	8A-9A	Buyline Comment: 8A NEWS	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	27	F	7P-730P	Buyline Comment: ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/12-10/12	1	1	1	\$1,500.00	
	28	TU	7P-730P	Buyline Comment: ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/16-10/16	1	1	1	\$1,500.00	
	29	TH	7P-730P	Buyline Comment: ENTERTAINMENT TONIGHT	:60	\$3,000.00	10/11-10/11	1	1	1	\$3,000.00	
	30	M,W-TH	7P-730P	Buyline Comment: ENTERTAINMENT TONIGHT	:60	\$3,000.00	10/15-10/18	3	1	3	\$9,000.00	
	31	SU	6P-7P	Buyline Comment: 6P NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	32	SU	1130P-12A	Buyline Comment: SUN LATE NEWS	:60	\$4,000.00	10/14-10/14	1	1	1	\$4,000.00	

---REPORT TOTALS---
Report Totals: 61 / \$156,400.00

---SALES MONTHLY TOTALS---

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Phone# Hiatus Weeks
Fax#

Oct 12: 61 / \$156,400.00
Sales Totals: 61 / \$156,400.00
Station Totals: 61 / \$156,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$156,400	CATV 0%	WAVY 100%	WGNT 0%	WPXV 0%	WTKR 0%
		WTVZ 0%	WVBT 0%	WVEC 0%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS AT 100%

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE